

Summary of Key Research Objectives & Findings

Demographics and the Marketing of Asian Ethnic Produce in the Mid-Atlantic States

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- ❖ **Problem:** Farmers in the area are challenged by; decreasing land base, rising costs, and increasing competition from outside the area
- ❖ **Research Purpose:** To help farmers in this area to identify, size, target, and seize market niche opportunities
- ❖ **Hypothesis:** Local ethnic markets present opportunities to exploit the comparative advantages associated with close proximity to large, dense, high income population concentrations

I. Justify Marketplace Entry: Ethnic Market Niche Opportunity

- Market Niche = Asian Consumers
 - *Fastest growing race segment in US*
 - *Substantial purchase power; historic/projected growth exceeds other races*
- Geographic Focus = Mid-Atlantic States; NJ, NY, & PA
 - *Represent roughly one-fifth of national Asian growth*
 - *Asian growth exceeds that of any other race*
- Research Scope= Chinese, Indian, & Korean Asian sub-groups
 - *Predominant Mid-Atlantic sub-groups; largest population & absolute growth*
- Topic of Interest = Asian fresh fruits & vegetables (Chinese/Indian/Korean)
 - *Perishable; close proximity to market advantageous for local producers*

II. Quantify Market Opportunity: Size & Potential Crops for Local Entry

- Mid-Atlantic ethnic produce market estimated via consumer survey responses
 - *Chinese/Indian/Korean sampled; expenditures used to estimate market for each*
 - *Market = Average expenditure/person (surveyed) x Population (Census)*
 - *Market Size \$454-600M per annum (Chinese/Indian/Korean combined):*
 - *Chinese: \$213 M to \$282M per annum*
 - *Indian: \$162M to \$215M per annum*
 - *Korean: \$79M to \$102M per annum*
- Select crops identified for potential local marketplace entry by producers
 - *Select produce (13 crops) prioritized by consumer expenditures, by ethnicity*
 - *Top 5 crops in each ethnicity identified for potential local grower opportunity*

III. Locate & Identify: Ethnic Concentrations & Marketplace Proximity






- State maps of ethnic populations created to direct market entry efforts (NJ case study)
 - *Located ethnic concentrations & assessed order of magnitude (3 ethnicities)*
 - *Identified target markets; top 10 municipalities (descending order of population)*
 - *Top 10 municipalities account for >25% of state's ethnic population, respectively*
- Maps developed to assess proximity of existing farm markets to ethnic populations
 - *Identified 83 (NJ) farm markets & quantified nearby ethnic populations (5 mi)*
 - *Identified farm markets with highest potential to reach large ethnic populations*






IV. Verify & Amplify: Recommendations for Future Research






- Additional research warranted; demand is only one factor in crop recommendation
 - *Local production recommendations should be verified, based on;*
 - *Production feasibility*
 - *Crop yields*
 - *Agricultural profitability*
 - *Growth potential in the area*
 - *Market reach*
 - *Distribution channels*
 - National Research Initiative program funded to expand scope & amplify results
 - *Part of Agricultural Prosperity for Small & Medium Sized Farms project*
 - *To assess ethnic produce demand in East Coast states (16 states + D.C.)*
 - *To address production aspects; field plots & case studies in FL, NJ, & MA*
 - *To create adequate year-round local supply of select crops to East Coast*

Potential Crops for Local Production and Marketplace Entry

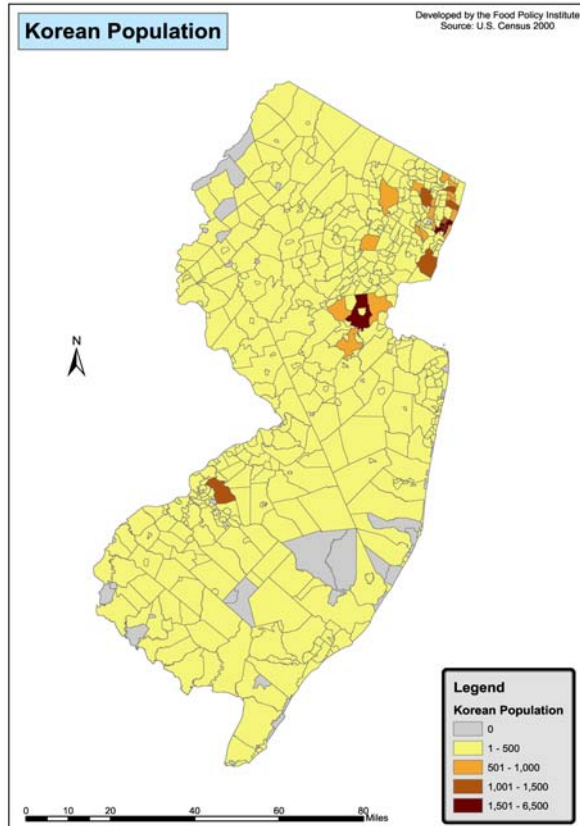
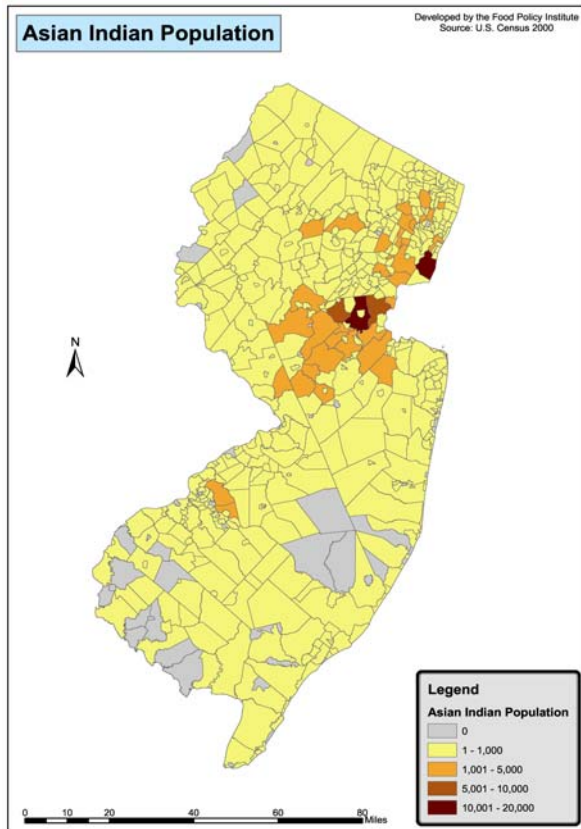
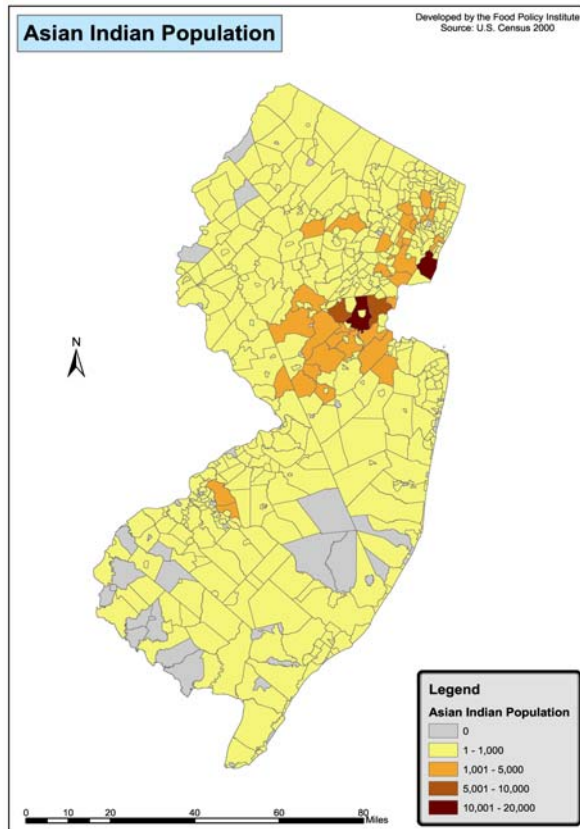
Selected Produce Items Ranked by Average Weekly Respondent (Household) Expenditure

CHINESE		Average	Average	Avg Weekly Exp
Produce variety		Quantity/w	Price (\$)	\$ (Price * Qty)
Flower Chinese Cabbage Nabana		2.40 bunches	\$1.32	\$3.18
Edible Snow Peas (Chinese Peas)		1.53 lbs	\$1.76	\$2.68
Chinese Kale (Chinese Broccoli)		1.91 bunches	\$1.39	\$2.66
Bitter Gourd (Bitter Melon)		2.08 lbs	\$1.27	\$2.65
Oriental Eggplant (Asian Eggplant)		2.06 lbs	\$1.14	\$2.36

ASIAN INDIAN		Average	Average	Avg Weekly Exp
Produce variety		Quantity/we	Price (\$)	\$ (Price * Qty)
Bitter Gourd Karela		2.07 lbs	\$1.52	\$3.14
Okra Bhindi		2.10 lbs	\$1.57	\$2.95
Yam, Colocasia Arbi		1.50 lbs	\$1.44	\$2.95
Mustard Leaves Sarson		1.94 bunches	\$1.30	\$2.73
Black Eyed Beans Rongi		1.57 lbs	\$1.45	\$2.69

KOREAN		Average	Average	Avg Weekly Exp
Produce variety		Quantity/we	Price (\$)	\$ (Price * Qty)
White nectarine		2.16 lbs	\$1.74	\$3.76
Apple, fuji		2.95 lbs	\$1.15	\$3.39
Korean cabbage		3.45 lbs	\$0.75	\$2.58
Korean cucumber		2.13 lbs	\$1.12	\$2.39
Green onion		2.88 bunches	\$0.81	\$2.32

Ethnic Population Concentrations within NJ



Top 10 NJ Municipalities (Descending Population Order)

Asian Indian

Edison Twp
Jersey City
Woodbridge
Piscataway Twp
Parsippany-Troy Hills Twp
South Brunswick Twp
Franklin Twp
Plainsboro Twp
Old Bridge Twp
North Brunswick Twp

Population

Top 10 = 65,334

NJ = 169,180

Top 10 account for 39% of NJ

Chinese

Edison Twp
Jersey City
East Brunswick Twp
Parsippany-Troy Hills Twp
Piscataway Twp
Marlboro Twp
Fort Lee Boro
West Windsor Twp
Plainsboro Twp
Livingston Twp

Population

Top 10 = 26,297

NJ = 100,355

Top 10 account for 26% of NJ

Korean

Palisades Park Boro
Fort Lee Boro
Edison Twp
Cliffside Park Boro
Ridgefield Boro
Leonia Boro
Jersey City
Cherry Hill Twp
Tenafly Boro
Paramus Boro

Population

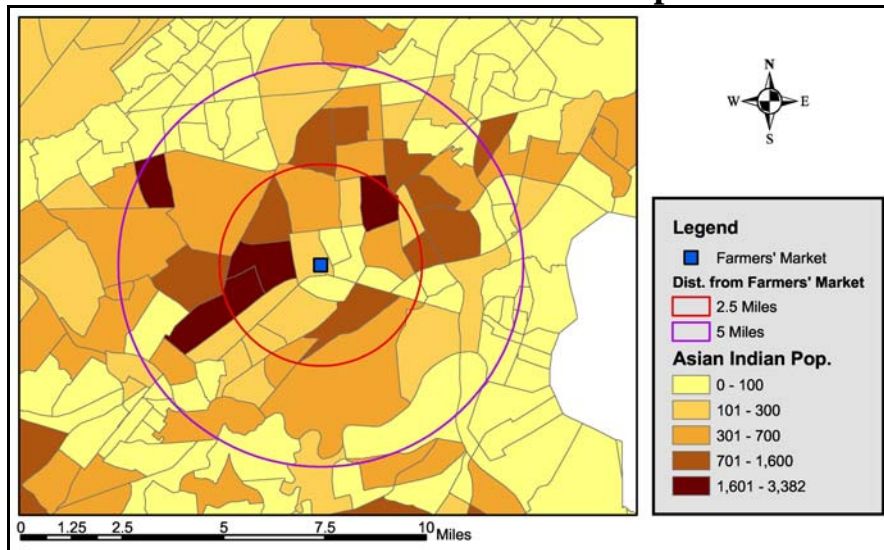
Top 10 = 23,555

NJ = 334,884

Top 10 account for 36% of NJ

Marketplace Proximity: NJ Farmer Markets with Significant Market Reach

Metuchen Farmers' Market Example



Population (in 5 Mile Radius)

Asian Indian:
29,367
Chinese:
9,180
Korean:
2,765

NJ Farm Markets within 5-Mile Proximity to Significant Asian Indian/Chinese/Korean Concentrations*

County	City	Farmers Market	Asian Indian Population	Chinese Population	Korean Population
Middlesex	Metuchen	Metuchen	29,367	9,180	2,765
Bergen	Teaneck	Teaneck	11,658	7,738	24,619
Bergen	Fort Lee	Fort Lee	7,451	5,755	22,352
Bergen	Englewood	Englewood	7,921	6,224	21,941
Hudson	Hoboken	Hoboken	18,709	5,333	2,677
Union	Rahway	Rahway	18,571	4,608	1,523
Hudson	Jersey City	Sgt. Anthony Park	18,474	5,807	2,911
Middlesex	Highland Park	Highland Park	17,935	7,659	2,587
Bergen	Hasbrouck Heights	Hasbrouck Heights	13,629	4,362	15,601
Somerset	Somerset	Franklin Township	16,233	6,957	2,488
Bergen	Rutherford	Rutherford	14,279	3,763	6,048

**Significant concentrations are defined by 5 largest Asian Indian, Chinese and Korean populations, respectively, within a 5 mile radius of a given farm market (ethnicity defined per 2000 Census Summary Files 1&3).*